

**PROFESSIONAL DEVELOPMENT  
PROGRAMMES**

**BUZAN<sup>®</sup> MENTAL LITERACY**

**Workshops & Seminars**

**Enhancing Personal Effectiveness**

**Developing Capacity**

**Mind Map<sup>®</sup> Training Centre**

Leading the Learning Revolution!





## Tony Buzan

Tony Buzan is the world's leading authority on learning and in the last 40 years has taught at the world's top schools and universities, including Oxford, Cambridge and Harvard, as well as many Fortune 500 companies.

He is the inventor of Mind Maps®, now used by more than 300 million people worldwide, and has to date, written more than 100 bestselling books on the brain, learning and creativity.

## Mind Map Training Centre

Mind Map Training Centre is the corporate training arm of Tony Buzan Learning Centre; the first of its kind to be established in Asia by the Buzan Organization. Both training organisations are dedicated to developing self-regulated lifelong learners with the ability to learn in a brain-friendly way.

Since 2003, thousands of executives in Singapore have benefited from the various personal development workshops conducted by the Centre. These mental literacy and cognitive skills development programmes and courses include Mind Mapping®, Critical Thinking Skills, Memory Skills, Creativity, Buzan® Thinking Skills, Writing Skills, Habits of Intelligence, Mastering Personal Effectiveness, Emotional Intelligence, Leadership and Teambuilding.



## Full Day & Half Day Workshops

- 1. Think Smart Work Smart**  
*Developing an Intelligent & Analytical Mind*
- 2. Effective Mind Mapping® Skills**  
*Improve your memory, creativity and thinking*
- 3. Buzan® Master Memory**  
*Skills to remember what you read, see and hear*
- 4. Cultivating Creativity & Innovation**  
*Unleashing Creative Intelligence & Innovative Capacity*
- 5. Make the Most of Your Mind**  
*Developing as Effective Life-long Learners*
- 6. Mastering Personal Effectiveness**  
*Practical Approach to Transforming Your Personal & Work Life*
- 7. Mastering EQ for Success**  
*Developing Emotional Intelligence & Becoming a People Person*
- 8. The Art of Happy Living**  
*Make the Most of Your Life!*

# Think Smart Work Smart

*Developing an Intelligent & Analytical Mind*

## Synopsis

Thinking has been described as the operating skill by which our intellectual potential is realized. As with other skills, thinking can be learnt and improved with training and practice. To make the most of our minds and to enhance personal effectiveness, we need to understand and develop this essential skill.

This workshop will provide an understanding of the fundamentals of critical thinking and its associated benefits. Personal qualities and barriers to the development of good critical thinking skills will be expounded and a framework will be provided for developing self-directed, self-disciplined, self-monitored, and self-corrective Critical Thinking.

Participants in this workshop will be equipped with the knowledge and skills for developing a more analytical mind to enhance their personal effectiveness in life and at work, in decision making and problem-solving.

## Learning Outcomes:

At the end of this workshop, participants will be able to:

- Understand and identify different styles of thinking;
- Identify underlying assumptions and expand perceptions about different situations;
- Arrive at better conclusions and decisions;
- Influence and persuade others with clear thinking and language;
- Have a mind-set of being a problem-solver;
- Know the Critical Thinking methodologies and frameworks that they can use.

## Course Outline

### 1. Understand the Process of Thinking

Benefits, Barriers & Brain Basics

### 2. Critical Thinking Skills

Developing Effective Analysis & Reasoning

### 3. Attributes of Critical Thinkers

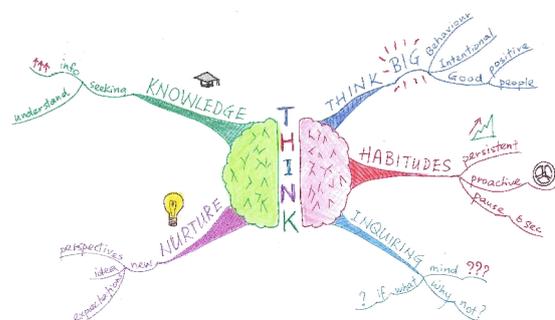
7 Habits for Intelligent Thinking

### 4. Problem Solving Skills

Drawing Conclusions & Decisions

### 5. Cultivating Thinking Skills

7 Thinking Skills for Success



# Effective Mind Mapping® Skills

*Improve your memory, creativity and thinking*

## Synopsis

Mind Mapping® is a revolutionary note-taking technique originated by Tony Buzan in 1970. It is currently used by more than 300 million people worldwide. Widely acknowledged to be one of the most powerful thinking and learning tools ever invented, it is often described as the 'Swiss army knife for the brain.'

This workshop will introduce essential mind mapping® skills, and guide participants in practical application when using it to think, organize, remember and take notes; all processes which are necessary to facilitate effective communication and prepare powerful presentations.

Graduates from this workshop will be equipped with the knowledge and skills to make an immediate transfer of their learning towards effective applications in their work.

## Learning Outcomes:

At the end of this session, participants will be able to:

- Understand principles & uses of Mind Mapping®
- Develop skills & techniques in Mind Mapping®
- Use Mind Maps® for making presentation
- Use Mind Maps® for planning & organizing
- Improve memory and enhance creativity

## Course Outline

### 1. Principles of Mind Mapping®

Whole Brain & Brain-Friendly learning

### 2. Laws of Mind Mapping®

Language & Grammar of the Brain

### 3. Mind Map® Applications

Planning, Organizing & Presenting

### 4. Radiant Thinking®

Problem Solving & Decision Making

### 5. Enhancing Personal Effectiveness

Improving Memory & Creative Intelligence



# Buzan® Master Memory

*Skills to remember what you read, see and hear*

## Course Synopsis

Memory is a fundamental basis of intelligence, creativity and personal effectiveness. It is also often considered to be the biggest challenge to mental literacy for people across various professions. Specific problems include the ability to recall names and faces, numbers, facts, data, instructions, and plans.

This session will demonstrate how memory can both be learned and improved. Principles of memory will be explained and incorporated into interesting memory training practices. Memory tools, memory systems, proven formulas and the latest techniques will be learnt and practical applications will be introduced.

Participants from this course will be equipped with knowledge and techniques to improve their memory and recall ability to be more effective in their work and social life.

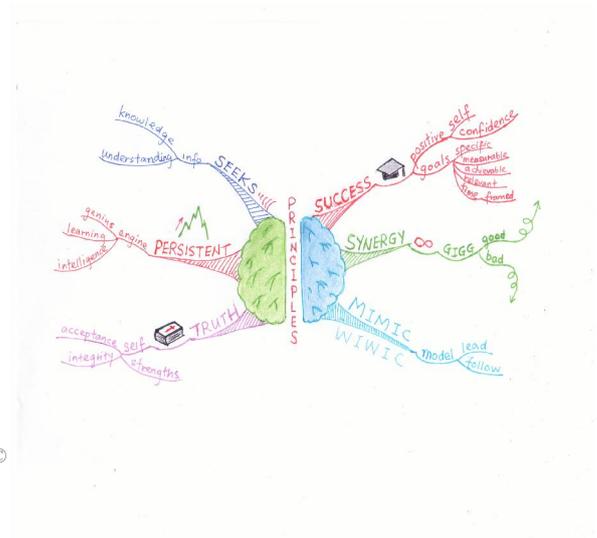
## Learning Outcomes

At the end of this session, participants will be able to:

- Identify the basic principles of memory
- Acquire knowledge and techniques to improve memory and recall
- Apply Basic Memory Systems
- Use Mind Maps® for knowledge management
- Enhance ability to improve memory and creativity
- Develop long term memory

## Course Outline

- 1. Basic Principles of Memory**  
Reception, Retention & Recall
- 2. Buzan® Memory Techniques**  
SMASHING SCOPE
- 3. Memory Systems**  
Memory Link & Memory Peg
- 4. Mind Mapping®**  
Application for Knowledge Management
- 5. Memory & Creativity**  
Age Proof Brain Power
- 6. Recall Before & After Learning**  
Developing Long Term Memory



# Cultivating Creativity & Innovation

*Unleashing Creative Intelligence & Innovative Capacity*

## Synopsis

Innovation and creativity was once thought to be 'magic gifts' possessed only by a few. We now know that these are indeed magic gifts – possessed by *everyone*. Unleashing the power of your innovation and creativity is simply a matter of understanding how to do it.

Thinking is the operating skill by which our innovative creativity and intellectual potential is realised. As with other skills, it can be learnt and improved with training and practice. In this session, tools and techniques for developing innovative creative intelligence will be taught and an approach provided for unlocking creative power in each individual and nurturing a culture of innovation in the organization.

## Learning Outcomes:

At the end of this session, participants will:

- Understand the process and significance of innovation.
- Know the characteristics common to innovators.
- Be aware what organizations can do to nurture such characteristics.
- Develop approach to cultivate creative intelligence
- Be able to apply techniques to think innovatively.

## Course Outline

### 1. Understanding Innovation

Process of Innovation & Creativity

### 2. Characteristics of Innovators

**T**hink BIG: Behavior; Intentional; Great Possibilities

**H**abitudes: Proactive; Positive; Persevering

**I**nquiring Mindset

**N**urture Thinking Skills

**K**nowledge Seeking

### 3. Culture of Innovative Organizations

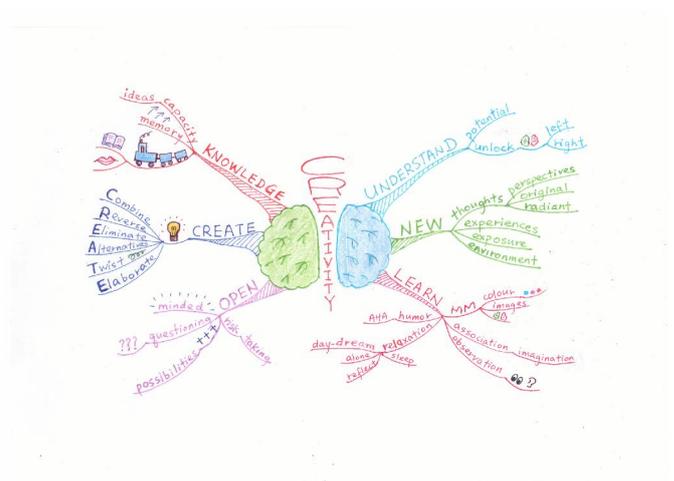
Global Best Practices

### 4. UNLOCK Creativity

Approach, Tools & Techniques

### 5. Personal Applications

Unleashing Creative Potential



# Make the Most of Your Mind

*Developing as Effective Life-long Learners*

## Synopsis

We are in an economic era where change is becoming a constant and the speed of change is the only certainty.

Professionals and executives in organisations have to develop as lifelong learners to remain relevant in this fast changing economic landscape. It is no longer just what you know or what you learnt but rather learning how to learn, that is the key to continued effectiveness and success.

This workshop will cover the basics in mental literacy and learning skills, including vital skills in effective reading, memory and thinking. Participants from this course will understand the process of learning, and acquire skills and tools to harness their capability to develop as effective lifelong learners; Participants are taught techniques to 'age-proof' their brains; to make the most of their minds so that they realise and understand their potential in life.

## Learning Outcomes:

At the end of this session, participants will be able to:

- Understand Brain Principles and Process of Learning
- Apply Learning Model of Geniuses
- Be able to use Mind Maps® to facilitate learning
- Understand principles of Recall and improve Memory
- Develop and nurture intelligent Habits of Mind

## Course Outline

### 1. Developing Life Long Learning

- Buzan® 5-Step Learning Plan
- Learning How to Learn
- Emulating Geniuses
- Accelerated Learning
- Recall before, during & after Learning
- Nurture Intelligent Habits of Mind

### 2. Understand Key Brain Principles

- Key Principles to Make the Most of Your Mind

### 3. Success Thinking Skills

- Thinking Skills to Cultivate Success

### 4. Personal Development Plan

- Strategies to Nurture Personal Growth



# Mastering Personal Effectiveness

*Practical Approach to Transforming Your Personal & Work Life*

## Synopsis

Wherever you work, whatever you do, you can make your life more fulfilling and more joyful by enhancing your personal effectiveness.

Learn the power of transforming your perspectives and attitudes, through a practical approach with tools, ideas, examples and proven research to get the best out of yourself and realise the wonderful potential in your life.

Discover how to improve and transform your personal and work life - one day at a time, and one small step at a time, to build the life you have always dreamt about - passionate and fulfilling when you realise your personal potential.

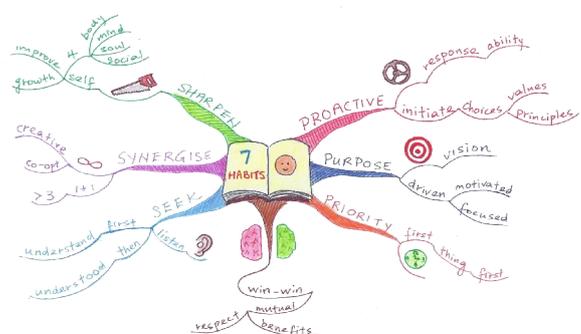
## Learning Outcomes:

At the end of this session, participants will be able to:

- manage own attitude for greater personal and organizational effectiveness
- take initiative and personal responsibility at work
- develop approach to life-long learning
- cultivate habits of success
- enhance effectiveness in work and personal life

## Course Outline

- 1. Art of Happy Living**  
Maintaining **SAFE** Margins
- 2. Understand Key Brain Principles**  
Make the Most of Your Mind
- 3. Developing Life Long Learning**  
Buzan® 5-Step Learning Plan
- 4. Habits of Intelligence**  
7 Habits for Personal Effectiveness
- 5. Leverage on Your Strengths**  
4 Powerful Steps to Achieve Outstanding Performance



# Mastering EQ for Success

*Developing Emotional Intelligence & Becoming a People Person*

## Synopsis

A holistic approach will be taken to help develop the emotional intelligence of participants. The workshop will focus on how to develop good relationships at work, reduce root causes of conflicts and facilitate solutions when conflicts arise. Participants will also be given an e-book on Developing Emotional Intelligence written by the Principal Trainer for this programme.

The desired outcomes for all participants include seeing improved emotional intelligences and developments of positive relationships at work. It is anticipated that these outcomes propel participants to be motivated to be better leaders and synergized team players who work towards organizational excellence.

## Learning Outcomes:

At the end of this session, participants will be able to:

- understand emotional intelligence and applications to workplace
- learn to foster better working relationships
- improve leadership, teamwork and team building skills
- cultivate effective communication skills for constructive collaboration to improve productivity in the workplace
- reinforce positive behaviour and emotional intelligence

## Course Outline

### 1. Understanding Emotional Intelligence

Brain Physiology & 4 Core Skills

### 2. Intra-personal Intelligence

Raising Self Awareness & Personality Profiling

### 3. Inter-personal Intelligence

Win friends & Influence People

### 4. Emotional Intelligence at Work

Becoming a People Person & Influential Multiplier

### 5. Self-Management

Road Map for a Purpose Driven Life



# The Art of Happy Living

*Make the Most of Your Life!*

## Synopsis

'You are as happy as you make up your mind to be.' Abraham Lincoln

It is a general truth that happiness is very much a choice we can create and make. However, there are guiding principles we have to understand and apply in the journey of life. Principles that guide us to make right choices, avoid pitfalls and navigate blind alleys.

Research and studies have consistently shown that the key to happy living is a balanced life with safe and healthy margins maintained in these major areas: **S**elf, **A**bility, **F**inance & **E**motions. Stress weighs heavily when a person falls short of or navigates on fringes of these key aspects.

This session will provide a framework of understanding and application on these key components of a happy and balanced life. Participants will also learn how they can make their work life more fulfilling and more joyful. Participants will learn the power of transforming perspectives and attitudes. The workshop provides a practical approach with tools, ideas, examples and proven research for transforming participants' work and personal lives.

## Learning Outcomes:

Participants will be able to:

- Understand key principles leading to happy living.
- Manage own attitude and make appropriate life choices.
- Enhance personal effectiveness in work and personal life.
- Sustain passion at workplace, increase motivation and enjoy work.
- Balance key priorities and apply principles for achieving a happy life.

## Course Outline

1. **Laws of Life**
2. **Power of Choice**
3. **Four Secrets to Liking Your Work**  
Head, Heart, Hands & Harmony
  - Power of Perspective
  - Master Motivation
  - Skills to Succeed
  - Harmonize Habits
4. **Art of Happy Living**  
Maintaining **SAFE** Margins
  - **S**elf-Management
  - **A**bility Margin
  - **F**inancial Margin
  - **E**motional Margin

